

ADI (rank)	1989 TSA households (000)			ADI (rank)	1989 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Nashville (32)	83	102	132	San Diego (24)	113	89	86
New Orleans (35)	82	102	109	San Francisco-Oakland-San Jose (5)	289	217	262
New York (1)	948	694	988	Snt Brbra-Snta Mria-Sn Lus Obspo. Calif. (112)	28	18	21
Nrlrk-Prtsmth-Nwprt Nws-Hmptn, Va. (42)	76	65	87	Sarasota, Fla. (155)	24	—	—
North Platte, Neb. (210)	—	—	7	Savannah, Ga. (103)	19	39	35
Odessa-Midland, Tex. (146)	23	18	20	Seattle-Tacoma (15)	197	113	175
Okiahoma City (39)	79	78	92	Shreveport, La.-Texarkana, Tex. (65)	58	52	67
Omaha (72)	55	45	57	Sioux City, Iowa (128)	30	8	30
Orlando-Daytona Beach-Melbourne, Fla. (25)	127	96	134	Sioux Falls-Mitchell, S.D. (100)	36	44	22
Ottumwa, Iowa-Kirkville, Mo. (204)	15	—	—	South Bend-Elkhart, Ind. (84)	38	43	58
Paducah, Ky.-Cape Girardeau, Mo. (76)	31	50	62	Spokane, Wash. (77)	47	38	51
Palm Springs, Calif. (178)	8	—	6	Springfield, Mass. (96)	36	—	39
Panama City, Fla. (171)	17	—	24	Springfield, Mo. (82)	23	45	60
Parkersburg, W.Va. (183)	—	—	9	Springfield-Decatur-Champaign, Ill. (74)	39	46	57
Peoria-Bloomington, Ill. (110)	33	23	32	Syracuse, N.Y. (68)	55	50	62
Philadelphia (4)	447	314	396	Tallahassee, Fla.-Thomasville, Ga. (117)	11	42	11
Phoenix (20)	152	105	126	Tampa-St.Petersburg-Sarasota (17)	172	155	192
Pittsburgh (16)	214	154	166	Terre Haute, Ind. (125)	12	26	34
Portland, Ore. (27)	105	83	104	Toledo, Ohio (64)	52	60	78
Portland-Poland Spring, Me. (73)	51	29	49	Topeka, Kan. (138)	16	24	21
Presque Isle, Me. (203)	—	6	—	Traverse City-Cadillac, Mich. (134)	18	35	32
Providence, R.I.-New Bedford, Mass. (44)	82	51	98	Tucson, Ariz. (81)	48	27	49
Quincy, Ill.-Hannibal, Mo. (154)	—	20	26	Tulsa, Okla. (54)	75	63	70
Raleigh-Durham, N.C. (34)	94	82	43	Tuscaloosa, Ala. (185)	—	8	—
Rapid City, S.D. (168)	20	—	13	Twin Falls, Idaho (202)	—	7	3
Reno (119)	26	17	20	Tyler-Longview, Tex. (124)	50	11	19
Richmond, Va. (61)	61	61	61	Utica, N.Y. (161)	12	—	21
Roanoke-Lynchburg, Va. (70)	37	55	58	Victoria, Tex. (206)	4	—	6
Rochester-Austin, Minn.-Mason City, Iowa (147)	23	16	23	Waco-Temple, Tex. (97)	22	40	32
Rochester, N.Y. (71)	53	42	52	Washington (9)	243	200	223
Rockford, Ill. (139)	27	21	31	Watertown-Carhage, N.Y. (172)	5	13	13
Roswell, N.M. (195)	—	9	—	Wausau-Rhineland, Wis. (133)	30	28	14
Sacramento-Stockton, Calif. (21)	131	101	141	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (50)	54	29	85
St. Joseph, Mo. (189)	12	—	—	Wheeling, W.Va.-Steubenville, Ohio (142)	—	32	32
St. Louis (18)	127	146	203	Wichita-Hutchinson, Kan. (59)	49	59	55
Salinas-Monterey-San Jose, Calif. (111)	48	14	39	Wichita Falls, Tex.-Lawton, Okla. (135)	18	19	23
Salisbury, Md. (163)	13	19	18	Wilkes Barre-Scranton, Pa. (52)	83	48	74
Salt Lake City (40)	81	62	85	Wilmington, N.C. (149)	25	6	54
San Angelo, Tex. (190)	—	9	—	Yakima, Wash. (127)	24	24	24
San Antonio, Tex. (43)	73	64	82	Youngstown, Ohio (89)	41	37	48
				Zanesville, Ohio (201)	—	—	10

said to be reluctant to be associated with the sport, although some are associated indirectly through the various sports anthology shows, where ABC, CBS and NBC carry much of their boxing. Kevin Monaghan, director of boxing for NBC Sports, said that obtaining sponsorship for boxing will allow the network to obtain "a solid advertising

base instead of relying on the scatter market."

By going after better fights, NBC may also be hoping to overcome the ratings decline which has affected boxing telecasts on the three networks. The decline extends, according to one sports advertiser, to even the targeted male demographic which box-

ing has been especially effective in delivering. In addition to slight declines in household ratings for the sports anthologies over the past three years, A.C. Nielsen data shows that boxing special events on network TV dropped from a 3.8 household rating in 1986, to a 3.4 in 1987, to a 3.2 last year. □

Super Bowl XXIII scores a 43.5/68

The Super Bowl matchup of the San Francisco 49ers and the Cincinnati Bengals delivered an average 39.3 million households, surpassing Super Bowl XXII's 41.9 rating/62 share, or 37.1 million households. The 37-minute post-game show pulled in a 32.5/49, to take second place for the prime time week (week 18, ended Jan.

22). NBC won six of the week's seven nights, conceding Friday to ABC's 14.8/24.6. The final ratings averages for week 18: NBC, 20/32; ABC, 12.1/19.5, and CBS, 12.0/19.3. ABC's *World News Tonight* won the evening news race, with an 11.7/20 over CBS's 11.6/20 and NBC's 11.5/20.

Nielsen		Net	Nielsen		Net	Nielsen		Net			
1.	43.5/68	N	Super Bowl XXIII	26.	15.7/27	A	20/20	51.	11.1/18	A	ABC Sunday Movie
2	32.5/49	N	Super Bowl XXIII, postgame	27.	15.7/27	N	Midnight Caller	52.	11.1/18	C	CBS Sunday Movie
3.	25.3/39	N	Cosby Show	28.	15.6/23	N	Hogan Family	53.	11.1/17	C	Equalizer
4.	22.7/33	A	Roseanne	29.	15.4/24	A	Moonlighting	54.	10.6/17	C	Judds, Across the Heartland
5.	22.7/34	N	Cheers	30.	15.4/26	N	Bob Hope's Super Bowl Special	55.	10.3/17	C	Beauty and the Beast
6.	22.1/33	A	Who's the Boss?	31.	15.3/25	C	Dallas	56.	9.9/18	A	Fine Romance Special
7.	21.4/32	N	Different World	32.	14.8/25	A	Perfect Strangers	57.	9.7/17	A	ABC Saturday Movie
8.	21.1/36	N	Golden Girls	33.	14.7/24	N	Father Dowling Mysteries	58.	9.8/14	C	Tour of Duty
9.	20.9/35	N	NBC Sunday Movie	34.	14.6/22	C	Kate and Allie	59.	9.4/17	N	NBC News Special
10.	20.5/34	N	L.A. Law	35.	14.4/23	N	My Two Dads	60.	8.3/16	C	West 57th
11.	19.8/30	N	Unsolved Mysteries	36.	14.0/21	C	Murphy Brown	61.	7.7/14	A	Murphy's Law
12	19.7/31	A	Growing Pains	37.	14.0/25	C	Wiseguy	62.	7.1/11	A	Heartbeat
13.	18.6/29	N	In the Heat of the Night	38.	13.5/22	A	Mr. Belvedere	63.	6.7/10	F	Married...With Children
14.	18.4/28	N	Dear John	39.	13.4/20	C	Designing Women	64.	6.6/11	A	All Star Salute to the President
15.	18.3/28	A	Head of the Class	40.	13.2/21	A	Just the Ten of Us	65.	6.6/10	A	Knightwatch
16.	18.3/27	N	Matlock	41.	13.2/20	A	MacGyver	66.	6.6/9	F	America's Most Wanted
17.	18.1/27	N	ALF	42.	13.2/23	C	Falcon Crest	67.	5.9/9	A	ABC Movie Special
18.	18.0/28	N	NBC Monday Movie	43.	13.0/20	A	Hooperman	68.	5.9/10	C	Viva Miami
19.	17.1/26	N	Night Court	44.	13.0/20	C	Newhart	69.	5.3/8	C	TV 101
20.	16.9/26	C	Presidential Inaugural Gala '89	45.	12.5/18	C	Murder, She Wrote	70.	4.8/7	F	21 Jump Street
21.	16.6/26	A	ABC Monday Movie	46.	12.5/19	C	60 Minutes: Retrospective	71.	4.7/7	F	Garry Shandling Show
22.	16.5/25	A	Wonder Years	47.	12.0/21	A	thirtysomething	72.	4.6/7	F	Tracey Ullman Show
23	16.4/27	C	Knots Landing	48.	12.0/20	C	CBS Tuesday Movie	73.	4.2/7	F	Duet
24.	16.1/29	N	Nightingales preview	49.	11.4/20	C	Dolphin Cove	74.	2.8/5	F	Beyond Tomorrow
25.	15.8/26	A	Full House	50.	11.2/19	N	Miami Vice	75.	2.5/4	F	Reporters